Amendments to the Claims

This listing of claims will replace all prior versions, and listing, of claims in the application:

1.   (Currently Amended) A method for communicating with customers, comprising:

obtaining billing information for a customer from a database comprising customer profiles, customer billing information, and non-billing information profiles;

obtaining non-billing information pertinent to the customer; and

combining the billing information and the non-billing information to create a customized communication, wherein combining the billing information and the non-billing information comprises positioning the non-billing information within ~~said~~ the customized communication between a customer identifier located at the beginning of the communication and a billing amount located at the end of the communication; and

conveying ~~said~~ the customized communication to the customer.

2-3.   (Canceled)

4.   (Currently Amended) The method of claim 1, further comprising:

prior to obtaining billing information for the customer, creating the database having ~~said~~ the customer profiles, customer billing information, and non-billing information profiles;

wherein creating the database comprises:

creating a set of classifications that correlate to customer traits;

assigning applicable classifications from ~~said~~ the set of classifications to customers;

recording ~~said~~ the applicable classifications in respective customer profiles in ~~said~~ the database;

assigning applicable classifications from ~~said~~ the set of classifications to selected non-billing information; and

recording ~~said~~ the applicable classifications in respective non-billing information profiles in ~~said~~ the database.

5-6.   (Canceled)

7.   (Currently Amended) The method of claim 1, wherein ~~said~~ the customized communication comprises a newsletter.

8.   (Currently Amended) The method of claim 1, wherein conveying ~~said~~ the customized communication to a customer comprises providing printed material to ~~said~~ the customer via a delivery system.

9.   (Currently Amended) The method of claim 7, wherein conveying ~~said~~ the customized communication to a customer comprises providing ~~said~~ the customized newsletter to ~~said~~ the customer electronically.

10.   (Currently Amended) A system for communicating with customers comprising:

computer readable media for combining billing information and non-billing information

to create a customized communication, wherein the non-billing information is located at a

position within ~~said~~ the customized communication that is between a customer identifier located

at the beginning of the communication and a billing amount located at the end of the

communication, and

a computer system having a processor and a data store associated therewith, ~~said~~ the

computer system being in communication with ~~said~~ the computer readable media and ~~said~~ a

relational database system.

11.   (Currently Amended) The system of claim 10, wherein ~~said~~ the computer system

comprises:

a combination of a server connected to a network for communicating with a terminal

connected to ~~said~~ the network; and

a terminal connected to ~~said~~ the network.

12.   (Original) The system of claim 10, further comprising a set of classifications

correlated to customer traits.

13.   (Currently Amended) The system of claim 12, wherein applicable classifications

are assigned to customers and ~~said~~ the non-billing information.

14.   (Canceled)

15. (Currently Amended) The system of claim 13, wherein ~~said~~ the computer readable media further comprises instructions for assigning applicable classifications to customers and ~~said~~ the non-billing information.

16-17. (Canceled)

18. (Currently Amended) The system of claim 10, wherein ~~said~~ the customized communication comprises a newsletter.

19. (Currently Amended) The system of claim 18, further comprising a printer in communication with ~~said~~ the computer system, wherein ~~said~~ the printer is capable of printing ~~said~~ the customized newsletter.

20. (Currently Amended) The system of claim 18, wherein ~~said~~ the customized newsletter is conveyed to a customer electronically.

21. (Previously Presented) The method of claim 1, wherein obtaining non-billing information pertinent to the customer comprises selecting non-billing information related to the customer from a non-billing information profile according to a set of classifications stored in the non-billing information profile that is identical to a set of classifications stored in a customer profile corresponding to the customer.

22.   (Currently Amended) The system of claim 10, ~~further comprising:~~

~~a~~ <u>wherein the</u> relational database system ~~comprising~~ <u>comprises:</u>

a customer table, wherein ~~said~~ <u>the</u> customer table comprises customer

information, unique customer identifiers, and classifications assigned to

customers,

a billing information table, wherein ~~said~~ <u>the</u> billing information table

comprises unique customer identifiers and customer billing information, and has a

relationship to ~~said~~ <u>the</u> customer table based on ~~said~~ <u>the</u> unique customer

identifiers,

a non-billing information table, wherein ~~said~~ <u>the</u> non-billing information

table comprises non-billing information and classifications assigned to ~~said~~ <u>the</u>

non-billing information, and has a relationship to ~~said~~ <u>the</u> customer table based

on ~~said~~ <u>the</u> classifications, and

a report that combines billing information for a customer with non-billing information

that possesses an assigned classification matching an assigned classification of ~~said~~ <u>the</u>

customer, to create ~~said~~ <u>the </u>customized communication for ~~said~~ <u>the</u> customer.

23.   (Previously Presented) The method of claim 1, wherein the non-billing

information pertinent to the customer comprises news information pertinent to the geographical

region in which the customer resides.

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24.   (Previously Presented) The system of claim 10, wherein the non-billing information comprises news information pertinent to the geographical region in which the customer resides.